

REP HEADLINE# 6394592 TRF# E:063945 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! NOV2/12 12.55  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* CHANGES \*\*\* \*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANTUOSO

66 CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6394592 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 12.55

REP: 11/2 REV  
 REV PRGM ON LINES 17,19,36,38,66,68,83,85,102,104  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! KIM FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
17	NZ		700P-730P	30		\$2,200.00	11/2	11/2	1		FRI	1
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 27 AGENCY EST# = 1274												

PROGRAM : NEWS  
 CON COM1: NEWS

19	NZ		730P-800P	30		\$2,200.00	11/2	11/2	1		FRI	1
PROGRAM : ET CON COM1: ET												

11/21/12 #200 V

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
NOV2/12 12.55  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36		NZ	700P-730P	30		\$2,200.00	11/5	11/5	1		MON	1
PROGRAM : NEWS												
CON COM1: NEWS												
38		NZ	730P-800P	30		\$2,200.00	11/5	11/5	1		MON	1
PROGRAM : ET												
CON COM1: ET												
66		NZ	700P-730P	30		\$2,200.00	11/1	11/1	1		THU	1
PROGRAM : NEWS												
CON COM1: NEWS												
68		NZ	730P-800P	30		\$2,200.00	11/1	11/1	1		THU	1
PROGRAM : ET												
CON COM1: ET												
83		NZ	700P-730P	30		\$2,200.00	10/30	10/30	1		TUE	1
PROGRAM : NEWS												
CON COM1: NEWS												
85		NZ	730P-800P	30		\$2,200.00	10/30	10/30	1		TUE	1
PROGRAM : ET												
CON COM1: ET												
102		NZ	700P-730P	30		\$2,200.00	10/31	10/31	1		WED	1
PROGRAM : NEWS												
CON COM1: NEWS												
104		NZ	730P-800P	30		\$2,200.00	10/31	10/31	1		WED	1
PROGRAM : ET												
CON COM1: ET												

NOV/12	215225.00	CONTRACT TOTAL	215225.00
		TOTAL SPOTS	111

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 12.55  
 \*\*\* WFLA-TV \*\*\*  
 REP HEADLINE# 6394592 TRF# E:063945  
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												

MARKET TOTALS \$978,295 WFLA 22% WFTS 20% WTSP 32% WTVT 16% WTOG 2% WTTA 1% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6394592 TRF# E:063945  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS REP. # OFF. # SALESMAN #  
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANTUOSO

66 CANAL CENTER PLAZA, SUITE 555  
 ALEXANDRIA, VA 22314  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6394592 CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 12.50

REP: 11/2 REV  
 CANCELED LINES 42,43,46,49  
 ADDED LINES 106-111 (\$6,500 WAS MOVED FROM HL #6387728)  
 REV TTL \$215,225 @111X  
 PLEASE CONFIRM  
 THANKS! KIM FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 27  
 AGENCY EST# = 1274

42	S		600P-630P	30		\$1,500.00	11/3	11/3	0		SAT	0
PROGRAM : NEWS												
CON COM1: NEWS												
43	S		630P-700P	30		\$7,000.00	11/3	11/3	0		SAT	0
PROGRAM : NBC NIGHTLY NEWS - SAT												
CON COM1: NBC NIGHTLY NEWS - SAT												

REP HEADLINE# 6394592 TRF# E:063945  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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46	S		1000A-1100A	30		\$6,500.00	11/4	11/4	0		SUN	0
PROGRAM : MEET PRESS-SUN												
CON COM1: MEET PRESS-SUN												

49	S		800P-1100P	30		\$4,500.00	11/4	11/4	0		SUN	0
PROGRAM : AMERICA'S GOT TALENT (REPEAT)												
CON COM1: AMERICA'S GOT TALENT (REPEAT)												

106	A		700P-800P	30		\$2,500.00	11/3	11/3	2		SAT	2
PROGRAM : STARWATCH:JAMES BOND												
CON COM1: STARWATCH:JAMES BOND												

107	A		600A-700A	30		\$1,500.00	11/5	11/5	2		MON	2
PROGRAM : NEWS												
CON COM1: NEWS												

108	A		700A-900A	30		\$1,000.00	11/3	11/3	1		SAT	1
PROGRAM : SAT TODAY												
CON COM1: SAT TODAY												

109	A		800P-1000P	30		10500.00	11/5	11/5	1		MON	1
PROGRAM : VOICE												
CON COM1: VOICE												

110	A		330P-700P	30		\$1,750.00	11/3	11/3	3		SAT	3
PROGRAM : NOTRE DAME V. PITT												
CON COM1: NOTRE DAME V. PITT												

111	A		1135P-1235A	30		\$1,250.00	11/5	11/5	1		MON	1
PROGRAM : TONIGHT SHOW												
CON COM1: TONIGHT SHOW												

NOV/12 215225.00 CONTRACT TOTAL 215225.00  
 TOTAL SPOTS 111

REP HEADLINE# 6394592      TRF# E:063945      REP: TEL# 703-516-9399      FAX# 703-516-9680  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$      ORDER WORKSHEET      AGENCY CREDIT RISK !!!      NOV2/12 12.50  
 \*\*\* CHANGES \*\*\*      HARRIS REPORT FROM REP      \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$978,295      WFLA 22%      WFTS 20%      WTSP 32%      WTVT 16%      WTOG 2%      WTTA 1%      WMOR 1%  
 SHARES ACCURATE      WMOX 0%      WXPX 0%      WWSB 6%      CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*  
 MOD CODE    A-ADD    B-BUY TYPE    C-CANCELLED    DE-DELETE    E-EFF DATES    L-LENGTH    M-MAKEGOOD    N-PROGRAM NAME  
 P-CLASS,PLAN,SECT    Q-PAID PGM    R-RATE    S-SPOTS PER WEEK    T-TIME    X-LATE    Y-DAYS    Z-COMMENTS    \*-MULTIPLE

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 822 Issue 2

News  
channel  
on your side

**8 MeTV**

**TBO.com**  
Tampa Bay Online

**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	215225	<b>Campaign Ref:</b>	E:063945920
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	11 / 27 / 1274	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06394592
<b>Est./PO Number:</b>	06394592	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

<b>Product:</b>	American Crossroads	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL
<b>Demographic:</b>	(L) Household	<b>Order:</b>			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1		1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1		1	275
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1		1	250
5	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1		1	1300
6	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1		1	400
7	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots	1		1	450
8	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1		1	750
9	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1		1	1130
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots	1		1	300
<b>Weekly Totals: Total Spots(Ord Spots)</b>						88	24	112	
<b>Open PR</b>						-1		-1	-6500

Crossroads Media  
66 Canal Center Plaza  
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Submission Number 822 Issue 2



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Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
11	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
12	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
13	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots	1	1	1700
14	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots	1	1	2600
15	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots	1	1	1500
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots	1	1	7000
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
19	M-F 730p Entertainment Tonight ...F..	01	2200	30 Comme	Nbr of Spots	1	1	2200
20	M-F 9a Today Show II ...F..	01	1050	30 Comme	Nbr of Spots	1	1	1050
21	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots	1	1	600
22	M-F 10a News	02	275	30 Comme	Nbr of Spots	1	1	275
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500



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<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	215225	<b>Campaign Ref:</b>	E:063945920
<b>Buyer:</b>	..	<b>Client/Product/Estimate:</b>	11 / 27 / 1274	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06394592
<b>Est./PO Number:</b>	06394592	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots	1	1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots	1	1	1300
26	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots	1	1	400
27	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots	1	1	750
29	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
30	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
31	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
32	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					88	24	112	
<b>Open PR</b>					-1		-1	-6500

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Buyer:		Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
34	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme	Nbr of Spots	1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	01	2650	30 Comme	Nbr of Spots	1	1	2650
42	Sat 7a Today Show .....S.	01	1000	30 Comme	Nbr of Spots	1	1	1000
43	Sat 9a News .....S.	01	600	30 Comme	Nbr of Spots	1	1	600
44	Sun 10a Meet The Press .....S	01	6500	30 Comme	Nbr of Spots	1	1	6500
45	Sun 6p News	01	1600	30	Nbr of Spots	1	1	1600
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

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Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:		Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
46	Sun 630p ET / 530p CT NBC Nightly News .....S	01	8000	30 Comme	Nbr of Spots	1	1	8000
47	Sun 8a Today Show .....S	01	1100	30 Comme	Nbr of Spots	1	1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	01	28000	30 Comme	Nbr of Spots	1	1	28000
49	Sun 9a News .....S	01	600	30 Comme	Nbr of Spots	1	1	600
50	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
51	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
52	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots	1	1	250
53	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots	1	1	2500
54	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots	1	1	400
55	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
56	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

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<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
57	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots	1	1	1130
58	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots	1	1	300
59	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
60	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots	1	1	550
61	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots	1	1	1700
62	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots	1	1	2600
63	M-F 7p News ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
64	M-F 7a Today Show ...T...	01	2000	30 Comme	Nbr of Spots	1	1	2000
65	M-F 730p Entertainment Tonight ...T...	01	2200	30 Comme	Nbr of Spots	1	1	2200
66	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
67	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	Nbr of Spots	1	1	600
68	M-F 10a News ...T...	02	275	30 Comme	Nbr of Spots	1	1	275
<b>Weekly Totals: Total Spots(Ord Spots)</b>					88	24	112	
<b>Open PR</b>					-1		-1	-6500

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Buyer:	..	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
69	M-F 1030a Extra .T.....	02	250	30 Comme	Nbr of Spots	1	1	250
70	M-Su 11p News .T.....	01	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 12p Today Show III .T.....	01	400	30 Comme	Nbr of Spots	1	1	400
72	M-F 2p Rachael Ray .T.....	02	450	30 Comme	Nbr of Spots	1	1	450
73	M-F 3p Doctors .T.....	02	750	30 Comme	Nbr of Spots	1	1	750
74	M-F 4p Dr Oz .T.....	01	1130	30 Comme	Nbr of Spots	1	1	1130
75	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots	1	1	300
76	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
77	M-F 530a News .T.....	01	550	30 Comme	Nbr of Spots	1	1	550
78	M-F 530p News .T.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
79	M-F 6p News .T.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
80	M-F 7p News .T.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 822 Issue 2



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	..	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
81	M-F 7a Today Show ..T....	01	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 730p Entertainment Tonight ..T....	01	2200	30 Comme	Nbr of Spots 1		1	2200
83	M-F 9a Today Show II ..T....	01	1050	30 Comme	Nbr of Spots 1		1	1050
84	M-F 1p Days Of Our Lives ..W....	02	600	30 Comme	Nbr of Spots 1		1	600
85	M-F 10a News ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
86	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
87	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots 1		1	1300
88	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots 1		1	400
89	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots 1		1	450
90	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots 1		1	750
91	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots 1		1	1130
92	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					88	24	112	
Open PR					-1		-1	-6500

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 822 Issue 2



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 215225	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
93	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
94	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots	1	1	550
95	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots	1	1	1700
96	M-F 6p News ..W....	01	2600	30 Comme	Nbr of Spots	1	1	2600
97	M-F 6a News ..W....	01	1500	30 Comme	Nbr of Spots	1	1	1500
98	M-F 630p ET / 530p CT NBC Nightly News ..W....	01	7000	30 Comme	Nbr of Spots	1	1	7000
99	M-F 7p News ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
100	M-F 7a Today Show ..W....	01	2000	30 Comme	Nbr of Spots	1	1	2000
101	M-F 730p Entertainment Tonight ..W....	01	2200	30 Comme	Nbr of Spots	1	1	2200
102	M-F 9a Today Show II ..W....	01	1050	30 Comme	Nbr of Spots	1	1	1050
103	Fri 10p ET / 9p CT Revolution ...F..	01	10000	30 Comme	Nbr of Spots	1	1	10000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					88	24	112	
<b>Open PR</b>					-1		-1	-6500

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 822 Issue 2



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 215225	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
104	Sat 7p Star Watch .....S. Comme	01	2500	30	Nbr of Spots	2		5000
105	M-F 6a News M..... Comme	01	1500	30	Nbr of Spots	2		3000
106	Sat 7a Today Show .....S. Comme	01	1000	30	Nbr of Spots	1		1000
107	Mon 8-10p ET / 7-9p CT Voice M..... Comme	03	10500	30	Nbr of Spots	1		10500
108	Sat Notre Dame Football .....S. Comme	01	1750	30	Nbr of Spots	3		5250
109	M-F 1135p ET / 1035p CT Tonight Show M..... Comme	02	1250	30	Nbr of Spots	1		1250
<b>Weekly Totals:</b>					88	24	112	
<b>Total Spots(Ord Spots)</b>					88	24	112	
<b>Open PR</b>					-1		-1	-6500

**Pre-emption Summary**

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
44	Sun 10a Meet The Press	:30 Commercial	10/29/12	Open Pre Emption	6,500.00		0000000000	E:063945920

**Grand Totals**

				Month 11 Weeks: 4			
				10/29	11/05		
<b>Totals</b>				112	88		
Spots				221725	166520		
Cost							



Grand Totals:

Spots:		112
Gross Total:		215,225.00
Commission:		32,283.75
Net Total:		182,941.25

REP HEADLINE# 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/AMER. CROSSROADS

AGY # AGY. NAME CROSSROADS MEDIA LLC

66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

REP. # OFF. # SALESMAN #

BUYER NAME MICHELLE SANTUOSO

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6394592

CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT24/12 11.34

REP: NEW ORDER

TTL \$208,725 @105X

PLEASE CONFIRM

THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

AMERICAN CROSSROADS

440: \$13,000

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 27  
AGENCY EST# = 1274

1			100P-200P	30		\$600.00	11/2	11/2	1		FRI	1
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PROGRAM : DAYS-OUR LIVES  
CON COM1: DAYS-OUR LIVES

2			1000A-1030A	30		\$275.00	11/2	11/2	1		FRI	1
---	--	--	-------------	----	--	----------	------	------	---	--	-----	---

PROGRAM : DAYTIME  
CON COM1: DAYTIME

3			1000P-1100P	30		10000.00	11/2	11/2	1		FRI	1
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PROGRAM : DATELINE FR-NBC  
CON COM1: DATELINE FR-NBC

10/24/12 FCC(5)

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	11/2	11/2	1		FRI	1
5			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/2	11/2	1		FRI	1
6			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	11/2	11/2	1		FRI	1
7			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/2	11/2	1		FRI	1
8			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/2	11/2	1		FRI	1
9			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/2	11/2	1		FRI	1
10			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/2	11/2	1		FRI	1
11			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/2	11/2	1		FRI	1
12			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/2	11/2	1		FRI	1

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/2	11/2	1		FRI	1
14			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/2	11/2	1		FRI	1
15			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/2	11/2	1		FRI	1
16			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	11/2	11/2	1		FRI	1
17			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NWS</i>	30		\$2,200.00	11/2	11/2	1		FRI	1
18			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/2	11/2	1		FRI	1
19			730P-800P PROGRAM : EXTRA <i>ET</i> CON COM1: EXTRA	30		\$2,200.00	11/2	11/2	1		FRI	1
20			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/2	11/2	1		FRI	1
21			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	11/5	11/5	1		MON	1

OCT 24/12 11.34  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	11/5	11/5	1		MON	1
23			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	11/5	11/5	1		MON	1
24			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	11/5	11/5	1		MON	1
25			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	11/5	11/5	1		MON	1
26			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	11/5	11/5	1		MON	1
27			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/5	11/5	1		MON	1
28			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/5	11/5	1		MON	1
29			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/5	11/5	1		MON	1
30			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/5	11/5	1		MON	1

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/5	11/5	1		MON	1
32			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/5	11/5	1		MON	1
33			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/5	11/5	1		MON	1
34			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/5	11/5	1		MON	1
35			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	11/5	11/5	1		MON	1
36			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/5	11/5	1		MON	1
37			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/5	11/5	1		MON	1
38			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/5	11/5	1		MON	1
39			800P-1000P PROGRAM : THE VOICE CON COM1: THE VOICE	30		15000.00	11/5	11/5	1		MON	1

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/5	11/5	1		MON	1
41			1130P-101A PROGRAM : SAT NITE LIVE< CON COM1: SAT NITE LIVE<	30		\$2,650.00	11/3	11/3	1		SAT	1
42			600P-630P PROGRAM : NEWS CON COM1: NEWS	30		\$1,500.00	11/3	11/3	1		SAT	1
43			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$7,000.00	11/3	11/3	1		SAT	1
44			700A-900A PROGRAM : THE TODAY SHOW - SATURDAY CON COM1: THE TODAY SHOW - SATURDAY	30		\$1,000.00	11/3	11/3	1		SAT	1
45			900A-1000A PROGRAM : AVG. ALL WKS CON COM1: AVG. ALL WKS	30		\$600.00	11/3	11/3	1		SAT	1
46			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$6,500.00	11/4	11/4	1		SUN	1
47			600P-630P PROGRAM : NEWSCH8-6 SUN CON COM1: NEWSCH8-6 SUN	30		\$1,600.00	11/4	11/4	1		SUN	1
48			630P-700P PROGRAM : NBC-NWS SUN CON COM1: NBC-NWS SUN	30		\$8,000.00	11/4	11/4	1		SUN	1

REP HEADLINE# 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			800P-1100P	30		\$4,500.00	11/4	11/4	1		SUN	1
PROGRAM : AMERICA'S GOT TALENT (REPEAT)												
CON COM1 : AMERICA'S GOT TALENT (REPEAT)												
50			800A-900A	30		\$1,100.00	11/4	11/4	1		SUN	1
PROGRAM : SUN TODAY-NBC												
CON COM1 : SUN TODAY-NBC												
51			815P-1130P	30		28000.00	11/4	11/4	1		SUN	1
PROGRAM : NBC SUN-FTBL<												
CON COM1 : NBC SUN-FTBL<												
52			900A-1000A	30		\$600.00	11/4	11/4	1		SUN	1
PROGRAM : NWSCH8 SUN-AM												
CON COM1 : NWSCH8 SUN-AM												
53			100P-200P	30		\$600.00	11/1	11/1	1		THU	1
PROGRAM : DAYS-OUR LIVES												
CON COM1 : DAYS-OUR LIVES												
54			1000A-1030A	30		\$275.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
55			1030A-1100A	30		\$250.00	11/1	11/1	1		THU	1
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
56			1100P-1135P	30		\$2,500.00	11/1	11/1	1		THU	1
PROGRAM : NEWS CHANNEL 8 @11PM												
CON COM1 : NEWS CHANNEL 8 @11PM												
57			1200N-100P	30		\$400.00	11/1	11/1	1		THU	1
PROGRAM : TODAY SHW3-NBC												
CON COM1 : TODAY SHW3-NBC												

1 MA



REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
58			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	11/1	11/1	1		THU	1
59			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	11/1	11/1	1		THU	1
60			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	11/1	11/1	1		THU	1
61			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	11/1	11/1	1		THU	1
62			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	11/1	11/1	1		THU	1
63			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	11/1	11/1	1		THU	1
64			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	11/1	11/1	1		THU	1
65			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	11/1	11/1	1		THU	1
66			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	11/1	11/1	1		THU	1

NEWS

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
67			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	11/1	11/1	1		THU	1
68			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$2,200.00	11/1	11/1	1		THU	1
69			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	11/1	11/1	1		THU	1
70			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/30	10/30	1		TUE	1
71			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/30	10/30	1		TUE	1
72			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/30	10/30	1		TUE	1
73			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/30	10/30	1		TUE	1
74			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/30	10/30	1		TUE	1
75			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/30	10/30	1		TUE	1

REP HEADLINE# 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
76			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/30	10/30	1		TUE	1
77			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/30	10/30	1		TUE	1
78			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/30	10/30	1		TUE	1
79			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/30	10/30	1		TUE	1
80			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/30	10/30	1		TUE	1
81			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/30	10/30	1		TUE	1
82			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/30	10/30	1		TUE	1
83			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/30	10/30	1		TUE	1
84			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$2,000.00	10/30	10/30	1		TUE	1

NEWS

REP HEADLINE# 6394592  
\*\*\* ORIGINAL REV#0 \*\*\*

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CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
85			730P-800P PROGRAM : <del>EXTRAS</del> <i>ET</i> CON COM1: <del>EXTRAS</del>	30		\$2,200.00	10/30	10/30	1		TUE	1
86			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/30	10/30	1		TUE	1
87			100P-200P PROGRAM : DAYS-OUR LIVES CON COM1: DAYS-OUR LIVES	30		\$600.00	10/31	10/31	1		WED	1
88			1000A-1030A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$275.00	10/31	10/31	1		WED	1
89			1030A-1100A PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$250.00	10/31	10/31	1		WED	1
90			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$1,300.00	10/31	10/31	1		WED	1
91			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$400.00	10/31	10/31	1		WED	1
92			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$450.00	10/31	10/31	1		WED	1
93			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$750.00	10/31	10/31	1		WED	1

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
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 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
94			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,130.00	10/31	10/31	1		WED	1
95			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/31	10/31	1		WED	1
96			500P-530P PROGRAM : NWSCH8 AT 5P< CON COM1: NWSCH8 AT 5P<	30		\$1,700.00	10/31	10/31	1		WED	1
97			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$550.00	10/31	10/31	1		WED	1
98			530P-600P PROGRAM : NWSCH8 @5:30P< CON COM1: NWSCH8 @5:30P<	30		\$1,700.00	10/31	10/31	1		WED	1
99			600P-630P PROGRAM : NWSCH8 AT SIX< CON COM1: NWSCH8 AT SIX<	30		\$2,600.00	10/31	10/31	1		WED	1
100			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,500.00	10/31	10/31	1		WED	1
101			630P-700P PROGRAM : NBC NITELY NWS< CON COM1: NBC NITELY NWS<	30		\$7,000.00	10/31	10/31	1		WED	1
102			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$2,200.00	10/31	10/31	1		WED	1

NEWS

REP HEADLINE# 6394592  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
103			700A-900A	30		\$2,000.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
104			730P-800P	30		\$2,200.00	10/31	10/31	1		WED	1
PROGRAM : EXTRA												
CON COM1: EXTRA												
105			900A-1000A	30		\$1,050.00	10/31	10/31	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
NOV/12 208725.00												
												CONTRACT TOTAL 208725.00
												TOTAL SPOTS 105

MARKET TOTALS \$938,160 WFLA 22% WFTS 20% WTSP 32% WTVT 16% WTOG 2% WTTA 1% WMOR 1%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 817 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
1	M-F 1p Days Of Our Lives ...F..	02	600	30 Comme	Nbr of Spots	1	1	600
2	M-F 10a News ...F..	02	275	30 Comme	Nbr of Spots	1	1	275
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	01	10000	30 Comme	Nbr of Spots	1	1	10000
4	M-F 1030a Extra ...F..	02	250	30 Comme	Nbr of Spots	1	1	250
5	M-F 1135p ET / 1035p CT Tonight Show ...F..	01	1300	30 Comme	Nbr of Spots	1	1	1300
6	M-F 12p Today Show III ...F..	01	400	30 Comme	Nbr of Spots	1	1	400
7	M-F 2p Rachael Ray ...F..	02	450	30 Comme	Nbr of Spots	1	1	450
8	M-F 3p Doctors ...F..	02	750	30 Comme	Nbr of Spots	1	1	750
9	M-F 4p Dr Oz ...F..	01	1130	30 Comme	Nbr of Spots	1	1	1130
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
10	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots 1		1	300
11	M-F 5p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
12	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots 1		1	550
13	M-F 530p News ...F..	01	1700	30 Comme	Nbr of Spots 1		1	1700
14	M-F 6p News ...F..	01	2600	30 Comme	Nbr of Spots 1		1	2600
15	M-F 6a News ...F..	01	1500	30 Comme	Nbr of Spots 1		1	1500
16	M-F 630p ET / 530p CT NBC Nightly News ...F..	01	7000	30 Comme	Nbr of Spots 1		1	7000
17	M-F 7p News ...F..	01	2200	30 Comme	Nbr of Spots 1		1	2200
18	M-F 7a Today Show ...F..	01	2000	30 Comme	Nbr of Spots 1		1	2000
19	M-F 730p Entertainment Tonight ...F..	01	2200	30 Comme	Nbr of Spots 1		1	2200
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	



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Buyer:		Client/Product/Estimate:	11 / 27 / 1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
20	M-F 9a Today Show II .....F..	01	1050	30 Comme	Nbr of Spots 1		1	1050
21	M-F 1p Days Of Our Lives M.....	02	600	30 Comme	Nbr of Spots 1		1	600
22	M-F 10a News M.....	02	275	30 Comme	Nbr of Spots 1		1	275
23	M-F 1030a Extra M.....	02	250	30 Comme	Nbr of Spots 1		1	250
24	M-Su 11p News M.....	01	2500	30 Comme	Nbr of Spots 1		1	2500
25	M-F 1135p ET / 1035p CT Tonight Show M.....	01	1300	30 Comme	Nbr of Spots 1		1	1300
26	M-F 12p Today Show III M.....	01	400	30 Comme	Nbr of Spots 1		1	400
27	M-F 2p Rachael Ray M.....	02	450	30 Comme	Nbr of Spots 1		1	450
28	M-F 3p Doctors M.....	02	750	30 Comme	Nbr of Spots 1		1	750
29	M-F 4p Dr Oz M.....	01	1130	30 Comme	Nbr of Spots 1		1	1130
30	M-F 5a News M.....	01	300	30 Comme	Nbr of Spots 1		1	300
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
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<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
31	M-F 5p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
32	M-F 530a News M.....	01	550	30 Comme	Nbr of Spots	1	1	550
33	M-F 530p News M.....	01	1700	30 Comme	Nbr of Spots	1	1	1700
34	M-F 6p News M.....	01	2600	30 Comme	Nbr of Spots	1	1	2600
35	M-F 6a News M.....	01	1500	30 Comme	Nbr of Spots	1	1	1500
36	M-F 7p News M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
37	M-F 7a Today Show M.....	01	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 730p Entertainment Tonight M.....	01	2200	30 Comme	Nbr of Spots	1	1	2200
39	Mon 8-10p ET / 7-9p CT Voice M.....	02	15000	30 Comme	Nbr of Spots	1	1	15000
40	M-F 9a Today Show II M.....	01	1050	30 Comme	Nbr of Spots	1	1	1050
41	Sat 1130p ET / 1030p CT Saturday Night Live 01		2650	30	Nbr of Spots	1	1	2650
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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Buyer:	..	Client/Product/Estimate:	11/27/1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
42	Sat 7a Today Show .....S.	01	1000	30 Comme	1		1	1000
43	Sat 9a News .....S.	01	600	30 Comme	1		1	600
44	Sun 10a Meet The Press .....S	01	6500	30 Comme	1		1	6500
45	Sun 6p News .....S	01	1600	30 Comme	1		1	1600
46	Sun 630p ET / 530p CT NBC Nightly News .....S	01	8000	30 Comme	1		1	8000
47	Sun 8a Today Show .....S	01	1100	30 Comme	1		1	1100
48	Sun 815p ET / 715p CT NBC Sunday Night Football .....S	01	28000	30 Comme	1		1	28000
49	Sun 9a News .....S	01	600	30 Comme	1		1	600
50	M-F 1p Days Of Our Lives ...T...	02	600	30 Comme	1		1	600
51	M-F 10a News ...T...	02	275	30 Comme	1		1	275
Weekly Totals: Total Spots(Ord Spots)					82	20	102	

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<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
52	M-F 1030a Extra ...T...	02	250	30 Comme	Nbr of Spots 1		1	250
53	M-Su 11p News ...T...	01	2500	30 Comme	Nbr of Spots 1		1	2500
54	M-F 12p Today Show III ...T...	01	400	30 Comme	Nbr of Spots 1		1	400
55	M-F 2p Rachael Ray ...T...	02	450	30 Comme	Nbr of Spots 1		1	450
56	M-F 3p Doctors ...T...	02	750	30 Comme	Nbr of Spots 1		1	750
57	M-F 4p Dr Oz ...T...	01	1130	30 Comme	Nbr of Spots 1		1	1130
58	M-F 5a News ...T...	01	300	30 Comme	Nbr of Spots 1		1	300
59	M-F 5p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
60	M-F 530a News ...T...	01	550	30 Comme	Nbr of Spots 1		1	550
61	M-F 530p News ...T...	01	1700	30 Comme	Nbr of Spots 1		1	1700
62	M-F 6p News ...T...	01	2600	30 Comme	Nbr of Spots 1		1	2600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

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<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
63	M-F 7p News ...T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
64	M-F 7a Today Show ...T....	01	2000	30 Comme	Nbr of Spots	1	1	2000
65	M-F 730p Entertainment Tonight ...T....	01	2200	30 Comme	Nbr of Spots	1	1	2200
66	M-F 9a Today Show II ...T....	01	1050	30 Comme	Nbr of Spots	1	1	1050
67	M-F 1p Days Of Our Lives ...T....	02	600	30 Comme	Nbr of Spots	1	1	600
68	M-F 10a News ...T....	02	275	30 Comme	Nbr of Spots	1	1	275
69	M-F 1030a Extra ...T....	02	250	30 Comme	Nbr of Spots	1	1	250
70	M-Su 11p News ...T....	01	2500	30 Comme	Nbr of Spots	1	1	2500
71	M-F 12p Today Show III ...T....	01	400	30 Comme	Nbr of Spots	1	1	400
72	M-F 2p Rachael Ray ...T....	02	450	30 Comme	Nbr of Spots	1	1	450
73	M-F 3p Doctors ...T....	02	750	30 Comme	Nbr of Spots	1	1	750
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	82	20	102

**Crossroads Media**  
66 Canal Center Plaza  
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Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 817 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8886

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
74	M-F 4p Dr Oz .T.....	01	1130	30 Comme	Nbr of Spots 1		1	1130
75	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots 1		1	300
76	M-F 5p News .T.....	01	1700	30 Comme	Nbr of Spots 1		1	1700
77	M-F 530a News .T.....	01	550	30 Comme	Nbr of Spots 1		1	550
78	M-F 530p News .T.....	01	1700	30 Comme	Nbr of Spots 1		1	1700
79	M-F 6p News .T.....	01	2600	30 Comme	Nbr of Spots 1		1	2600
80	M-F 7p News .T.....	01	2200	30 Comme	Nbr of Spots 1		1	2200
81	M-F 7a Today Show .T.....	01	2000	30 Comme	Nbr of Spots 1		1	2000
82	M-F 730p Entertainment Tonight .T.....	01	2200	30 Comme	Nbr of Spots 1		1	2200
83	M-F 9a Today Show II .T.....	01	1050	30 Comme	Nbr of Spots 1		1	1050
84	M-F 1p Days Of Our Lives .W.....	02	600	30 Comme	Nbr of Spots 1		1	600
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

**Crossroads Media**  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

**American Crossroads/ Issue**  
Submission Number 817 Issue 1



**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 195725	<b>Campaign Ref:</b> E:063945920
<b>Buyer:</b>	<b>Client/Product/Estimate:</b> 11/27/1274	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/29/12 to 11/11/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06394592
<b>Est./PO Number:</b> 06394592	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	11/05	Total	Cost
85	M-F 10a News ..W....	02	275	30 Comme	Nbr of Spots 1		1	275
86	M-F 1030a Extra ..W....	02	250	30 Comme	Nbr of Spots 1		1	250
87	M-F 1135p ET / 1035p CT Tonight Show ..W....	01	1300	30 Comme	Nbr of Spots 1		1	1300
88	M-F 12p Today Show III ..W....	01	400	30 Comme	Nbr of Spots 1		1	400
88	M-F 2p Rachael Ray ..W....	02	450	30 Comme	Nbr of Spots 1		1	450
90	M-F 3p Doctors ..W....	02	750	30 Comme	Nbr of Spots 1		1	750
91	M-F 4p Dr Oz ..W....	01	1130	30 Comme	Nbr of Spots 1		1	1130
92	M-F 5a News ..W....	01	300	30 Comme	Nbr of Spots 1		1	300
93	M-F 5p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
94	M-F 530a News ..W....	01	550	30 Comme	Nbr of Spots 1		1	550
95	M-F 530p News ..W....	01	1700	30 Comme	Nbr of Spots 1		1	1700
<b>Weekly Totals: Total Spots(Ord Spots)</b>					82	20	102	

**American Crossroads/ Issue**  
**Submission Number 817 Issue 1**



PHONE (813) 228-8888

**Original**

<b>Client:</b>	American Crossroads/ Issue	<b>Submission Cost:</b>	195725	<b>Campaign Ref:</b>	E:063945920
<b>Buyer:</b>	" "	<b>Client/Product/Estimate:</b>	11/27/1274	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	10/29/12 to 11/11/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06394592
<b>Est./PO Number:</b>	06394592	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
<b>Associated Copies:</b>	No			<b>Business Category:</b>	Transactional

Ref	Sales Product Details	Rev Type			Rate	Spot Type		10/29	11/05	Total	Cost
96	M-F 6p News ..W....	01			2600	30 Comme	Nbr of Spots	1		1	2600
97	M-F 6a News ..W....	01			1500	30 Comme	Nbr of Spots	1		1	1500
98	M-F 630p ET / 530p CT NBC Nightly News ..W....	01			7000	30 Comme	Nbr of Spots	1		1	7000
99	M-F 7p News ..W....	01			2200	30 Comme	Nbr of Spots	1		1	2200
100	M-F 7a Today Show ..W....	01			2000	30 Comme	Nbr of Spots	1		1	2000
101	M-F 730p Entertainment Tonight ..W....	01			2200	30 Comme	Nbr of Spots	1		1	2200
102	M-F 9a Today Show II ..W....	01			1050	30 Comme	Nbr of Spots	1		1	1050
Weekly Totals: Total Spots(Ord Spots)								82	20	102	

		Month 11 Weeks: 4	
		10/29	11/05
<b>Totals</b>			
Spots	102	82	20
Cost	196726	157270	38456



Grand Totals:

Spots:	102
Gross Total:	195,725.00
Commission:	29,358.75
Net Total:	166,366.25



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 11/25/12 E:063945920  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033807  
PAGE 1  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1p Days Of Our Lives	600.00	1	1	11/02	FR	12:58P	30 USPRTV28ACH :30 Commercial	600.00	
M-F 10a News	275.00	2	1	11/02	FR	10:15A	30 USPRTV28ACH :30 Commercial	275.00	
Fri 10p ET / 9p CT Dateline NB	10000.00	3	1	11/02	FR	10:15P	30 USPRTV28ACH :30 Commercial	10000.00	MAKEGOOD 10000.00
MG FOR: 103 11/02									
M-F 1030a Extra	250.00	4	1	11/02	FR	10:58A	30 USPRTV28ACH :30 Commercial	250.00	
M-F 1135p ET / 1035p CT Tonight	1300.00	5	1	11/02	FR	12:12A	30 USPRTV24ACH :30 Commercial	1300.00	
M-F 12p Today Show III	400.00	6	1	11/02	FR	12:27P	30 USPRTV28ACH :30 Commercial	400.00	
M-F 2p Rachael Ray	450.00	7	1	11/02	FR	02:47P	30 USPRTV24ACH :30 Commercial	450.00	
M-F 3p Doctors	750.00	8	1	11/02	FR	03:58P	30 USPRTV28ACH :30 Commercial	750.00	
M-F 4p Dr Oz	1130.00	9	1	11/02	FR	04:57P	30 USPRTV28ACH :30 Commercial	1130.00	
M-F 5a News	300.00	10	1	11/02	FR	05:20A	30 USPRTV28ACH :30 Commercial	300.00	
M-F 5p News	1700.00	11	1	11/02	FR	05:25P	30 USPRTV28ACH :30 Commercial	1700.00	
M-F 530a News	550.00	12	1	11/02	FR	05:42A	30 USPRTV28ACH :30 Commercial	550.00	
M-F 530p News	1700.00	13	1	11/02	FR	05:57P	30 USPRTV28ACH :30 Commercial	1700.00	
M-F 6p News							30 USPRTV28ACH :30 Commercial		

\*\*\* Continued \*\*\*

PERIOD COST	216,725.00	113 Total Units			
		ACTUAL GROSS BILLING	215,225.00	SUB-TOTALS	Debits 10,000.00
		AGENCY COMMISSION	32,283.75	TOTAL RECONCILING	Credits 11,500.00-
		NET DUE	182,941.25		1,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue  
PRODUCT American Crossroads

INVOICE NUMBER 0100033807  
BROADCAST MONTH 10/29/2012 - 11/25  
AMOUNT DUE 182,941.25

REMIT TO:

\*00157

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033807 018294125 2



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 11/25/12 E:063945920  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033807  
PAGE 2  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News	2600.00	14	1	11/02	FR	06:15P	30 USPRTV24ACH	2600.00	
							:30 Commercial		
M-F 630p ET / 530p CT NBC Nightly News	1500.00	15	1	11/02	FR	06:40A	30 USPRTV28ACH	1500.00	
							:30 Commercial		
M-F 7p News	7000.00	16	1	11/02	FR	06:52P	30 USPRTV28ACH	7000.00	
							:30 Commercial		
M-F 7a Today Show	2200.00	17	1	11/02	FR	07:10P	30 USPRTV28ACH	2200.00	
							:30 Commercial		
M-F 730p Entertainment Tonight	2000.00	18	1	11/02	FR	08:57A	30 USPRTV28ACH	2000.00	
							:30 Commercial		
M-F 9a Today Show II	2200.00	19	1	11/02	FR	07:38P	30 USPRTV28ACH	2200.00	
							:30 Commercial		
M-F 1p Days Of Our Lives	1050.00	20	1	11/02	FR	09:57A	30 USPRTV24ACH	1050.00	
							:30 Commercial		
M-F 10a News	600.00	21	1	11/05	MO	01:58P	30 USPRTV28ACH	600.00	
							:30 Commercial		
M-F 1030a Extra	275.00	22	1	11/05	MO	10:10A	30 USPRTV24ACH	275.00	
							:30 Commercial		
M-Su 11p News	250.00	23	1	11/05	MO	10:58A	30 USPRTV28ACH	250.00	
							:30 Commercial		
M-F 1135p ET / 1035p CT Tonight Show	2500.00	24	1	11/05	MO	11:21P	30 USPRTV28ACH	2500.00	
							:30 Commercial		
M-F 12p Today Show III	1300.00	25	1	11/05	MO	11:47P	30 USPRTV28ACH	1300.00	
							:30 Commercial		
M-F 2p Rachael Ray	400.00	26	1	11/05	MO	12:51P	30 USPRTV28ACH	400.00	
							:30 Commercial		
M-F 3p Doctors	450.00	27	1	11/05	MO	02:58P	30 USPRTV28ACH	450.00	
							:30 Commercial		
M-F 4p Dr Oz	750.00	28	1	11/05	MO	03:46P	30 USPRTV24ACH	750.00	
							:30 Commercial		
M-F 5a News	1130.00	29	1	11/05	MO	04:36P	30 USPRTV28ACH	1130.00	
							:30 Commercial		
M-F 5p News	300.00	30	1	11/05	MO	05:11A	30 USPRTV24ACH	300.00	
							:30 Commercial		
M-F 530a News	1700.00	31	1	11/05	MO	05:12P	30 USPRTV28ACH	1700.00	
							:30 Commercial		
M-F 530p News	550.00	32	1	11/05	MO	05:53A	30 USPRTV28ACH	550.00	
							:30 Commercial		
M-F 6p News	1700.00	33	1	11/05	MO	05:52P	30 USPRTV28ACH	1700.00	
							:30 Commercial		
M-F 6a News	2600.00	34	1	11/05	MO	06:10P	30 USPRTV28ACH	2600.00	
							:30 Commercial		
M-F 7p News	1500.00	35	1	11/05	MO	06:21A	30 USPRTV28ACH	1500.00	
							:30 Commercial		
M-F 7a Today Show	2200.00	36	1	11/05	MO	07:15P	30 USPRTV24ACH	2200.00	
							:30 Commercial		
M-F 7a Today Show	2000.00	37	1	11/05	MO	07:23A	30 USPRTV28ACH	2000.00	

\*\*\* Continued \*\*\*

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
AGENCY COMMISSION 32,283.75  
NET DUE 182,941.25

SUB-TOTALS Debits 10,000.00  
Credits 11,500.00-  
TOTAL RECONCILING 1,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 11/25/12  
ORDER TYPE Political  
WFLA I SS  
E:063945920  
WFLA  
INVOICE NUMBER 0100033807  
PAGE 3  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE
M-F 730p Entertainment Tonight								*WFLA :30 Commercial	
2200.00	38	1		11/05	MO	07:46P	30	USPRTV28ACH	2200.00
Mon 8-10p ET / 7-9p CT Voice								*WFLA :30 Commercial	
15000.00	39	1		11/05	MO	09:19P	30	USPRTV28ACH	15000.00
M-F 9a Today Show II								*WFLA :30 Commercial	
1050.00	40	1		11/05	MO	09:56A	30	USPRTV28ACH	1050.00
Sat 1130p ET / 1030p CT Saturd								*WFLA :30 Commercial	
2650.00	41	1		11/03	SA	12:53A	30	USPRTV28ACH	2650.00
Sat 7a Today Show								*WFLA :30 Commercial	
1000.00	42	1		11/03	SA	08:19A	30	USPRTV28ACH	1000.00
Sat 9a News								*WFLA :30 Commercial	
600.00	43	1		11/03	SA	09:41A	30	USPRTV28ACH	600.00
Sun 10a Meet The Press								*WFLA :30 Commercial	
6500.00	44	1		11/04	SU		30		.00
Sun 6p News								*WFLA :30 Commercial	
1600.00	45	1		11/04	SU	06:15P	30	USPRTV28ACH	1600.00
Sun 630p ET / 530p CT NBC Nigh								*WFLA :30 Commercial	
8000.00	46	1		11/04	SU	06:45P	30	USPRTV28ACH	8000.00
Sun 8a Today Show								*WFLA :30 Commercial	
1100.00	47	1		11/04	SU	08:25A	30	USPRTV28ACH	1100.00
Sun 815p ET / 715p CT NBC Sund								*WFLA :30 Commercial	
28000.00	48	1		11/04	SU	11:27P	30	USPRTV28ACH	28000.00
Sun 9a News								*WFLA :30 Commercial	
600.00	49	1		11/04	SU	09:47A	30	USPRTV24ACH	600.00
M-F 1p Days Of Our Lives								*WFLA :30 Commercial	
600.00	50	1		11/01	TH	01:59P	30	USPRTV28ACH	600.00
M-F 10a News								*WFLA :30 Commercial	
275.00	51	1		11/01	TH	10:26A	30	USPRTV28ACH	275.00
M-F 1030a Extra								*WFLA :30 Commercial	
250.00	52	1		11/01	TH	10:49A	30	USPRTV28ACH	250.00
M-Su 11p News								*WFLA :30 Commercial	
2500.00	53	1		11/01	TH	11:29P	30	USPRTV24ACH	2500.00
M-F 12p Today Show III								*WFLA :30 Commercial	
400.00	54	1		11/01	TH	12:29P	30	USPRTV24ACH	400.00
M-F 2p Rachael Ray								*WFLA :30 Commercial	
450.00	55	1		11/01	TH	02:54P	30	USPRTV28ACH	450.00
M-F 3p Doctors								*WFLA :30 Commercial	
750.00	56	1		11/01	TH	03:24P	30	USPRTV28ACH	750.00
M-F 4p Dr Oz								*WFLA :30 Commercial	
1130.00	57	1		11/01	TH	04:36P	30	USPRTV28ACH	1130.00
M-F 5a News								*WFLA :30 Commercial	
300.00	58	1		11/01	TH	05:29A	30	USPRTV28ACH	300.00
M-F 5p News								*WFLA :30 Commercial	
1700.00	59	1		11/01	TH	05:21P	30	USPRTV24ACH	1700.00
M-F 530a News								*WFLA :30 Commercial	
550.00	60	1		11/01	TH	05:52A	30	USPRTV24ACH	550.00
M-F 530p News								*WFLA :30 Commercial	

\*\*\* Continued \*\*\*

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
AGENCY COMMISSION 32,283.75  
NET DUE 182,941.25

SUB-TOTALS Debits 10,000.00  
Credits 11,500.00-  
TOTAL RECONCILING 1,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP.: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV.: American Crossroads/ Issue  
PROD: American Crossroads

2012 WFLA I SS  
INVOICE DATE 11/25/12 E:063945920  
ORDER TYPE Political WFLA  
INVOICE NUMBER PAGE BROADCAST MONTH  
0100033807 4 10/29/2012 - 11/2  
SCHEDULE DATES  
10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR	PRODUCT DESCRIPTION	PRICE
M-F 6p News	1700.00	61	1	11/01	TH	05:52P	30	USPRTV28ACH	1700.00
						*WFLA		:30 Commercial	
M-F 7p News	2600.00	62	1	11/01	TH	06:15P	30	USPRTV28ACH	2600.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	2200.00	63	1	11/01	TH	07:08P	30	USPRTV28ACH	2200.00
						*WFLA		:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	64	1	11/01	TH	07:26A	30	USPRTV28ACH	2000.00
						*WFLA		:30 Commercial	
M-F 9a Today Show II	2200.00	65	1	11/01	TH	07:44P	30	USPRTV28ACH	2200.00
						*WFLA		:30 Commercial	
M-F 1p Days Of Our Lives	1050.00	66	1	11/01	TH	09:51A	30	USPRTV28ACH	1050.00
						*WFLA		:30 Commercial	
M-F 10a News	600.00	67	1	10/30	TU	01:43P	30	USPRTV24ACH	600.00
						*WFLA		:30 Commercial	
M-F 1030a Extra	275.00	68	1	10/30	TU	10:12A	30	USPRTV28ACH	275.00
						*WFLA		:30 Commercial	
M-Su 11p News	250.00	69	1	10/30	TU	10:55A	30	USPRTV28ACH	250.00
						*WFLA		:30 Commercial	
M-F 12p Today Show III	2500.00	70	1	10/30	TU	11:28P	30	USPRTV28ACH	2500.00
						*WFLA		:30 Commercial	
M-F 2p Rachael Ray	400.00	71	1	10/30	TU	12:59P	30	USPRTV28ACH	400.00
						*WFLA		:30 Commercial	
M-F 3p Doctors	450.00	72	1	10/30	TU	02:53P	30	USPRTV28ACH	450.00
						*WFLA		:30 Commercial	
M-F 4p Dr Oz	750.00	73	1	10/30	TU	03:40P	30	USPRTV28ACH	750.00
						*WFLA		:30 Commercial	
M-F 5a News	1130.00	74	1	10/30	TU	04:12P	30	USPRTV28ACH	1130.00
						*WFLA		:30 Commercial	
M-F 5p News	300.00	75	1	10/30	TU	05:11A	30	USPRTV28ACH	300.00
						*WFLA		:30 Commercial	
M-F 530a News	1700.00	76	1	10/30	TU	05:28P	30	USPRTV28ACH	1700.00
						*WFLA		:30 Commercial	
M-F 530p News	550.00	77	1	10/30	TU	05:42A	30	USPRTV28ACH	550.00
						*WFLA		:30 Commercial	
M-F 6p News	1700.00	78	1	10/30	TU	05:54P	30	USPRTV24ACH	1700.00
						*WFLA		:30 Commercial	
M-F 7p News	2600.00	79	1	10/30	TU	06:10P	30	USPRTV28ACH	2600.00
						*WFLA		:30 Commercial	
M-F 7a Today Show	2200.00	80	1	10/30	TU	07:12P	30	USPRTV28ACH	2200.00
						*WFLA		:30 Commercial	
M-F 730p Entertainment Tonight	2000.00	81	1	10/30	TU	08:48A	30	USPRTV24ACH	2000.00
						*WFLA		:30 Commercial	
M-F 9a Today Show II	2200.00	82	1	10/30	TU	07:40P	30	USPRTV28ACH	2200.00
						*WFLA		:30 Commercial	
M-F 1p Days Of Our Lives	1050.00	83	1	10/30	TU	09:52A	30	USPRTV28ACH	1050.00
						*WFLA		:30 Commercial	
M-F 10a News	600.00	84	1	10/31	WE	12:58P	30	USPRTV28ACH	600.00
						*WFLA		:30 Commercial	

\*\*\* Continued \*\*\*

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
AGENCY COMMISSION 32,283.75  
NET DUE 182,941.25

SUB-TOTALS Debits 10,000.00  
Credits 11,500.00-  
TOTAL RECONCILING 1,500.00CR

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# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 11/25/12  
ORDER TYPE Political  
WFLA I SS  
E:063945920  
WFLA  
INVOICE NUMBER 0100033807  
PAGE 5  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION			
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
M-F 10a News	275.00	85	1	10/31	WE	10:17A	30	USPRTV24ACH	275.00		
M-F 1030a Extra	250.00	86	1	10/31	WE	10:59A	30	USPRTV28ACH	250.00		
M-F 1135p ET / 1035p CT Tonight	1300.00	87	1	10/31	WE	11:46P	30	USPRTV28ACH	1300.00		
M-F 12p Today Show III	400.00	88	1	10/31	WE	12:29P	30	USPRTV28ACH	400.00		
M-F 2p Rachael Ray	450.00	89	1	10/31	WE	02:34P	30	USPRTV28ACH	450.00		
M-F 3p Doctors	750.00	90	1	10/31	WE	03:55P	30	USPRTV24ACH	750.00		
M-F 4p Dr Oz	1130.00	91	1	10/31	WE	04:12P	30	USPRTV28ACH	1130.00		
M-F 5a News	300.00	92	1	10/31	WE	05:28A	30	USPRTV24ACH	300.00		
M-F 5p News	1700.00	93	1	10/31	WE	05:22P	30	USPRTV28ACH	1700.00		
M-F 530a News	550.00	94	1	10/31	WE	05:57A	30	USPRTV28ACH	550.00		
M-F 530p News	1700.00	95	1	10/31	WE	05:38P	30	USPRTV28ACH	1700.00		
M-F 6p News	2600.00	96	1	10/31	WE	06:23P	30	USPRTV28ACH	2600.00		
M-F 6a News	1500.00	97	1	10/31	WE	06:57A	30	USPRTV28ACH	1500.00		
M-F 630p ET / 530p CT NBC Night	7000.00	98	1	10/31	WE	06:45P	30	USPRTV24ACH	7000.00		
M-F 7p News	2200.00	99	1	10/31	WE	07:24P	30	USPRTV28ACH	2200.00		
M-F 7a Today Show	2000.00	100	1	10/31	WE	07:59A	30	USPRTV28ACH	2000.00		
M-F 730p Entertainment Tonight	2200.00	101	1	10/31	WE	07:47P	30	USPRTV28ACH	2200.00		
M-F 9a Today Show II	1050.00	102	1	10/31	WE	09:56A	30	USPRTV28ACH	1050.00		
Fri 10p ET / 9p CT Revolution	10000.00	103	1	11/02	FR		30		.00	Preempt Program Change	.00-
Sat 7p Star Watch	2500.00	104	2	11/03	SA		30		.00	Preempt Sports Overrun	2500.00-
				11/03	SA		30		.00	Preempt Sports Overrun	2500.00-

\*\*\* Continued \*\*\*

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
AGENCY COMMISSION 32,283.75  
NET DUE 182,941.25

SUB-TOTALS Debits 10,000.00  
Credits 11,500.00-  
TOTAL RECONCILING 1,500.00CR

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### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 11/25/12 E:063945920  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033807  
PAGE 6  
BROADCAST MONTH 10/29/2012 - 11/2  
SCHEDULE DATES 10/29/12-11/11/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1274  
Desc: Campaign Option Number 1, Booking1

SCHEDULE		ACTUAL BROADCAST		RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6a News			*WFLA :30 Commercial		
1500.00	105	2	11/05 MO 06:53A 30 USPRTV28ACH	1500.00	
			11/05 MO 06:57A 30 USPRTV24ACH	1500.00	
Sat 7a Today Show			*WFLA :30 Commercial		
1000.00	106	1	11/03 SA 08:28A 30 USPRTV28ACH	1000.00	
Mon 8-10p ET / 7-9p CT Voice			*WFLA :30 Commercial		
10500.00	107	1	11/05 MO 09:41P 30 USPRTV28ACH	10500.00	
Sat Notre Dame Football			*WFLA :30 Commercial		
1750.00	108	3	11/03 SA 03:33P 30 USPRTV28ACH	1750.00	
			11/03 SA 04:20P 30 USPRTV24ACH	1750.00	
			11/03 SA 06:17P 30 USPRTV28ACH	1750.00	
M-F 1135p ET / 1035p CT Tonight			*WFLA :30 Commercial		
1250.00	109	1	11/05 MO 11:57P 30 USPRTV28ACH	1250.00	
M-F 5a News			*WFLA :30 Commercial		
400.00	110	1	11/06 TU 05:23A 30 USPRTV28ACH	400.00	
M-F 530a News			*WFLA :30 Commercial		
600.00	111	1	11/06 TU 05:59A 30 USPRTV28ACH	600.00	
M-F 7a Today Show			*WFLA :30 Commercial		
2000.00	112	2	11/06 TU 07:23A 30 USPRTV24ACH	2000.00	
			11/06 TU 08:36A 30 USPRTV28ACH	2000.00	
Total Airtime Gross Spot Revenue:			215,225.00		

PERIOD COST 216,725.00

113 Total Units  
ACTUAL GROSS BILLING 215,225.00  
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NET DUE 182,941.25

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